

**State of Bavaria**  
**U.S. Office for Economic Development**  
**West Coast Division**

June 4, 2010

**TiEcon 2010, Santa Clara**

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Dear <Name>,

We would like to thank you for visiting our booth at TiEcon 2010 in Santa Clara. We hope you had a successful conference.

Are you looking for new markets and business opportunities in Europe and Germany? The German State of Bavaria is one of the strongest business locations in Europe and has been a front-runner in Germany in terms of economic growth for many years. Bavaria enjoys a leading position in key technologies such as IT, biotechnology, medical devices and new energy technologies. It is centrally located and offers easy access to the lucrative markets in Europe.

The San Francisco based State of Bavaria U.S. Office offers detailed information on technologies and markets as well as cost-free assistance in finding a location or key partners for setting up your business in Bavaria. As an international government office we cooperate closely with Invest in Bavaria, the business development and location marketing division of the Bavarian Department of Economic Affairs in Munich.

Please find attached the most recent issue of our newsletter, with information about Bavaria's economy, news on scientific research and groundbreaking developments, as well as tourism and life in Bavaria.

For any questions, please do not hesitate to contact us. We look forward to working with you.

Best regards,

Lucie E. Merkle,  
Executive Director

**State of Bavaria United States Office - West Coast Division**

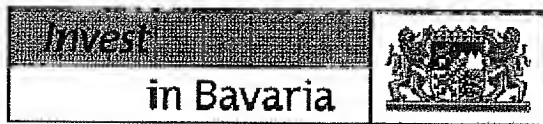
388 Market Street, Suite 1050  
San Francisco, California 94111

Phone: +1 (415) 362-1001

Fax: +1 (415) 362-1030

[lemerkle@bavaria.org](mailto:lemerkle@bavaria.org)

[www.invest-in-bavaria.com](http://www.invest-in-bavaria.com)



San - West Coast  
Contacts

**State of Bavaria**  
**U.S. Office for Economic Development**  
**West Coast Division**

June 4, 2010

**TiEcon 2010**

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Dear Attendee,

It was a pleasure meeting you at our booth at TiEcon 2010 in Santa Clara. We hope you had a successful show. Are you looking for new markets and business opportunities in Europe and Germany?

Bavaria is among the strongest business locations in Europe and the world and for years, it has been a front-runner in Germany in terms of economic growth. As a high tech and service location, it enjoys a fantastic reputation all over the world. Bavaria is an ideal location to access the lucrative German-speaking and European markets:

- "New products, new businesses, new markets" is the guiding principle of Bavaria's economic policy. State government and administration policies are dedicated to enterprise-friendly administrative procedures, especially for SMEs, attractive employment conditions and reliability in partnership with business.
- Bavaria enjoys a leading position – nationally and internationally – in key technology sectors such as information and communications technology, biotechnology, energy and medical technology as well as satellite navigation. The state government's Cluster Initiative "Alliance Bavaria Innovative" promotes intensive networking of industry and academia and gives high-tech companies the opportunity to share know-how and develop innovative solutions.
- Bavaria's ideal geographical location and its role as a key hub of international trade afford quick and easy access to all European markets. Located in the very heart of the European Economic Area (EEA) with nearly half a billion consumers, companies based in Bavaria are ideally positioned to access new EEA markets.

Invest in Bavaria, the business development and location marketing division of the Bavarian Ministry of Economic Affairs is your partner for overseas business development projects. In cooperation with Invest in Bavaria, the State of Bavaria U.S. West Coast Office in San Francisco offers detailed information on the market as well as cost-free assistance in finding a business location, establishing contacts with key partners and setting up your business in Bavaria.

For any questions, please do not hesitate to contact us.

Best regards,

Lucie E. Merkle,  
Executive Director

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Invest  
in Bavaria



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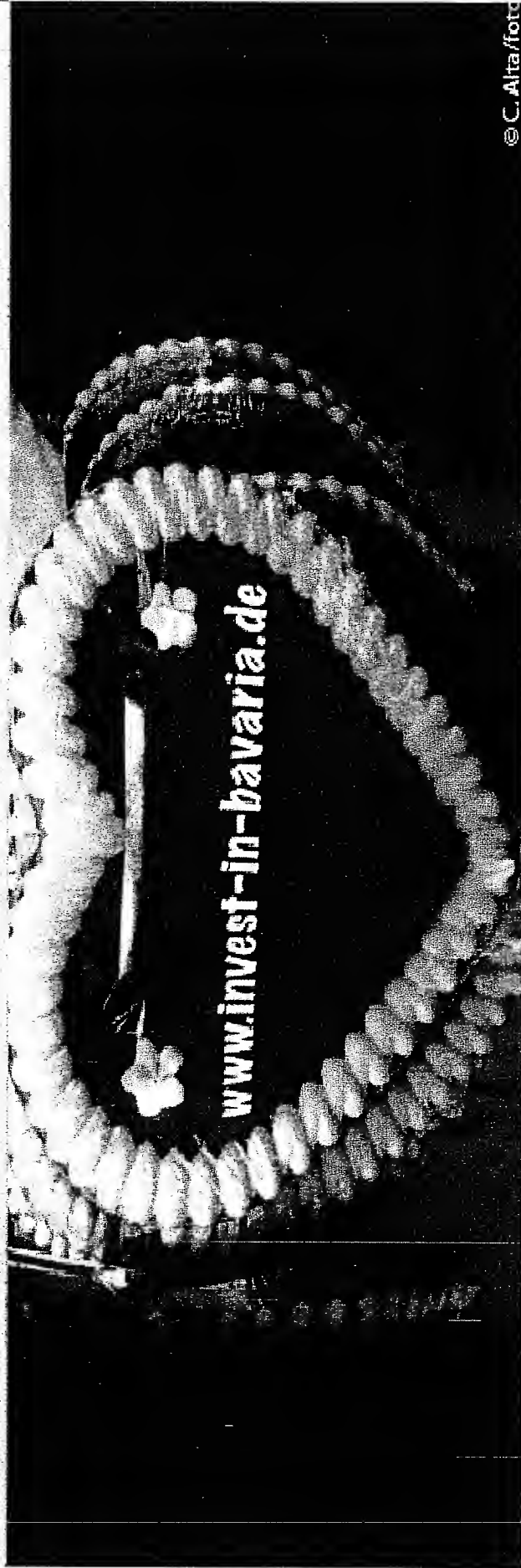


State of Bavaria U.S. Office for Economic Development/  
West Coast Division, San Francisco

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of the State of Bavaria, Federal Republic of Germany.  
Additional information is on file with the  
Department of Justice, Washington, D.C.



Invest  
in Bavaria



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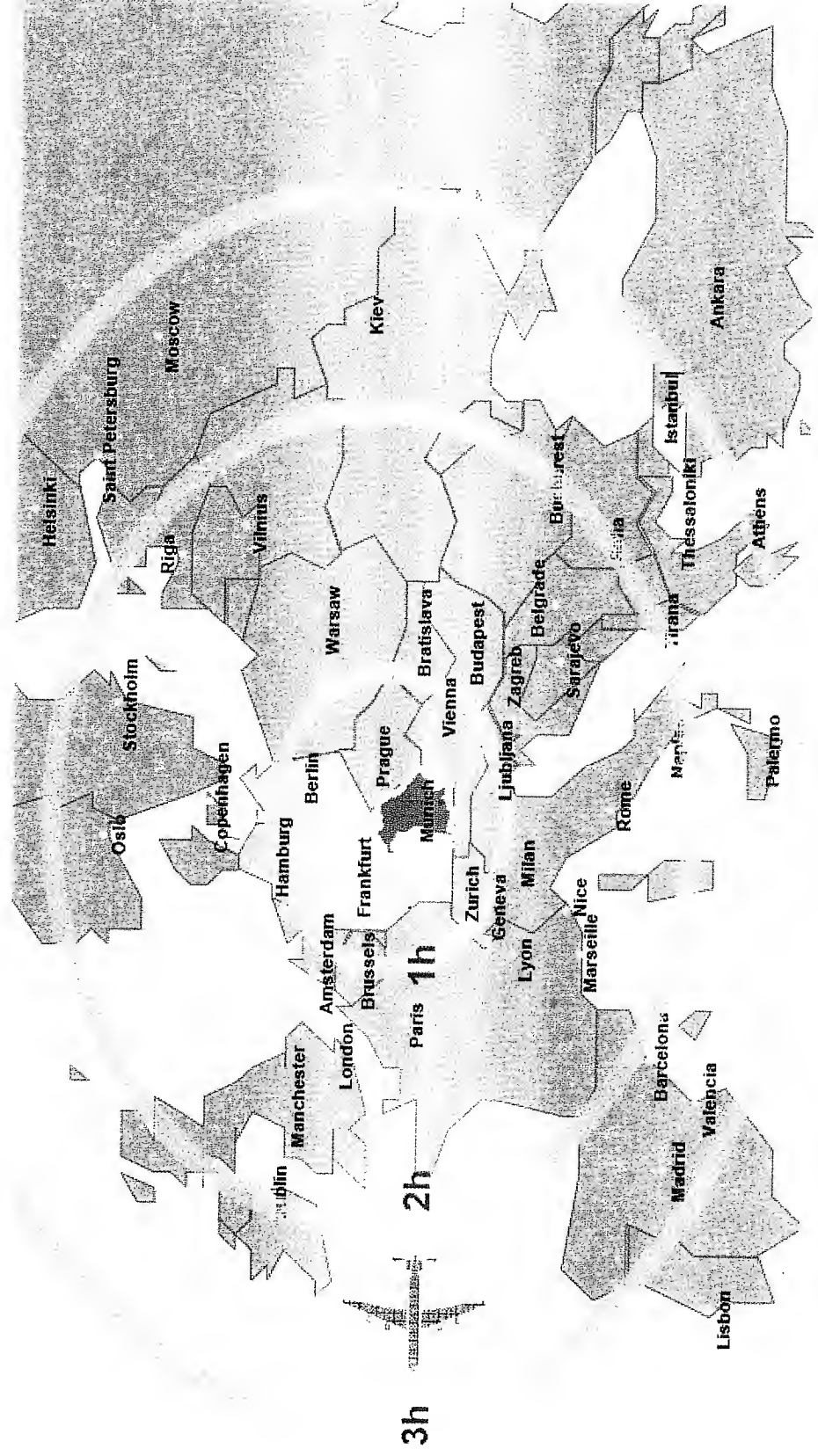
State of Bavaria U.S. Office for Economic Development/  
West Coast Division, San Francisco

your business location in Europe

# BAVARIA: Your Business Location in Europe

	<b>Invest</b>
	in Bavaria

## Perfect Gateway to Markets in Germany and Europe



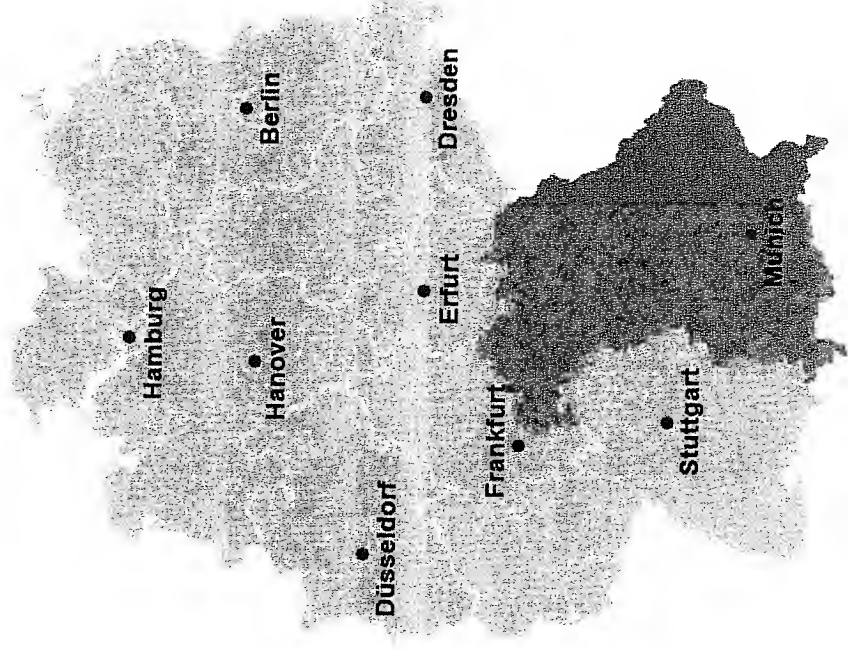


# BAVARIA: Your Business Location in Europe

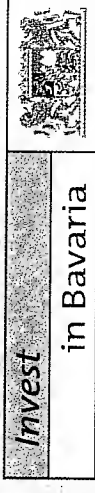


## Modern – Competitive – High Tech Oriented

- **Productive** (GDP: Euro 444.8 billion)
- **High purchasing power** (GDP per capita: Euro 35,530)
- **Innovative** (3% of GDP devoted to R&D)
- **Entrepreneurship oriented** (12% of labor force independently employed)
- **Internationally competitive** (export share 49%)
- **Economically stable** (4.5% unemployment rate)



# BAVARIA: Your Business Location in Europe



## Competitive Industry and High Tech Clusters



**Biotechnology and Pharma**



**IT and Software**



**Energy and Environmental Technology**



**Broadcasting and Digital Media**



**Medical Devices**



**Automotive**



**Aerospace and Navigation**



**Mechanical Engineering**



**Laser Technology and New Materials**



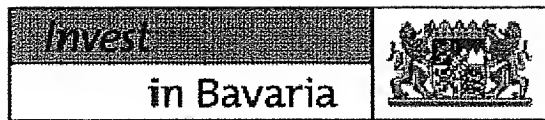
**Food Industry**



**Electronics and Electrical Engineering**

**Etc.**





## ***State of Bavaria***

***U.S. Office for Economic Development  
West Coast Division***

June 29, 2010

### **Invitation – Executive Business Forum**

On the occasion of Intersolar North America 2010 in San Francisco, we would like to invite you to

#### **Forum: Solar Energy from Bavaria**

**Thursday, July 15th, 2010,  
10.30 am – 1 pm**

**Moscone West Convention Center, German Pavilion**

Bavaria is one of the top locations in Germany and world-wide for developing and manufacturing sustainable energy technologies.

The Forum offers the opportunity to learn more about energy technologies in Bavaria and to network with industry experts and company representatives from Bavaria.

**Please RSVP by Tuesday 13th, 2010  
Tel: +1 415 362 1001  
Email: [sanfrancisco@bavaria.org](mailto:sanfrancisco@bavaria.org)**

[For details on the program please see the attached invitation.](#)

We look forward to seeing you at the Forum.

Best regards,

The State of Bavaria West Coast Team

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San Francisco, California 94111  
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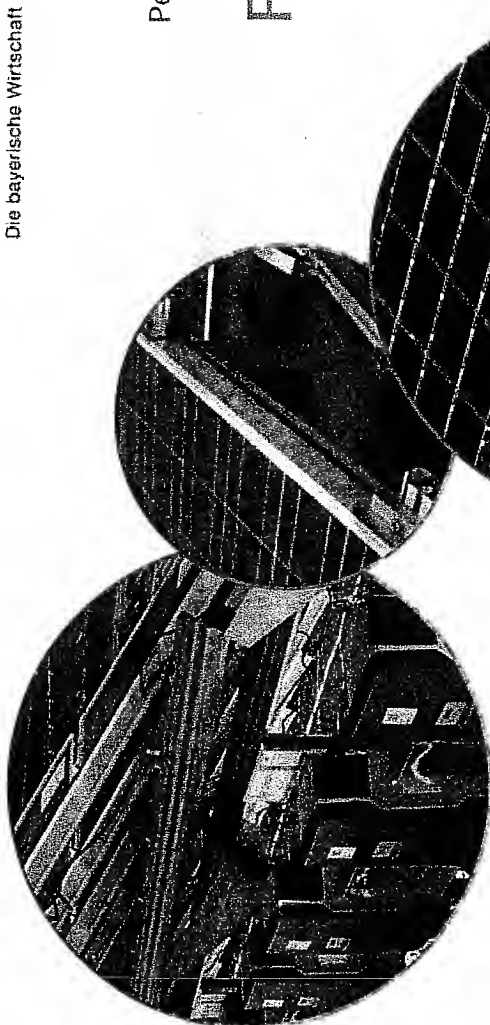
**Bayern ~~W~~ Innovativ**

**/ vbw**

Die bayerische Wirtschaft

**BAYERN  INTERNATIONAL**  
Competence for International Business

**Cluster  
Energy technology**



Personal invitation

## Forum: Solar Energy from Bavaria

Intersolar North America, San Francisco  
Moscone West Convention Center  
Level 1, Booth 7623  
July 15th, 2010



**Brochures and materials of the Bavarian Ministry of Economic Affairs,  
Infrastructure, Transport and Technology Office for Economic  
Development for circulation and distribution purposes**

**January 2010 – June 2010**

**FARA LABELING**

<b>1</b>	Cinec Flyer
<b>2</b>	Greater Munich Biotech Region
<b>3</b>	Media and Entertainment News from Bavaria – GDC 2010 Edition
<b>4</b>	Media Guide 2010
<b>5</b>	Munich Satellite Navigation Summit 2010
<b>6</b>	Photonics in Bavaria
<b>7</b>	The Economist – The World in 2010
<b>8</b>	Welcome to Freyung Grafenau